AUTO SHOW IN FOUR WEEKS, Owners Should Keep

Plans Are Practically Completed for Ninth Annual Event.

THURSDAY SOCIETY Big Night of Exhibit Will Be Thursday Night, but Powell Re-

fuses to Divulge Plans for

that Evening.

show. Although there is still a month to chase has been a profitable investment, Chicago this evening to the Chicago exconsiderable of his time in inducing fac-

exhibits here as possible. play in the basement, where the com- towns, mercial cars are exhibited. Concerts

will be given afternoon and evening. Tuesday night has been designated as be doubled and several solos by accom-Powell is endeavoring to secure a chorus, he will be successful.

as society night. That has always been miles a day." the real big night of the annual show and it will be the big night again this year. Mr. Powell has made elaborate preparations for the evening, but he is keeping it a solemn secret and always secomes reticent to a marked degree when the subject is broached. One automobile man, high in the confidence of the manager and a motorist of prominence in Omaha for several years, let the magic word "tango" slip when speaking of society night, but he immed ately caught himself and refused to divulge any plans. Several motor men, it has been learned, are taking private lessons in the intricacles of the tango, but they are keeping mysteriously silent about it. Mr. Powell himself, when asked, appeared surprised and then gigled facetiously as he said he refused to affirm or deny the persistent rumors.

Close Application Brings Results in Motor Car Factory

The men who lead in all professions, whether they be doctors, lawyers, engineers or soldiers, are those who have concentrated on a certain line of study. It stands to reason that the man who decides on his career will, by close application and concentration, outdo the man who is interested in several things at

According to John N. Willys, president of the Willys-Overland company, this same principle holds good in the manufacturing of automobiles. A plant can operate more economically and efficiently by concentrating its entire manufacturing facilities on the parts of a single model, for it thus simplifies the work in every department. It means that hundreds of big machines can be set to certain dimensions without having to be changed from one day to another. It means that the manufacturer can depend upon a definite number of cars coming through on schedule time. The mechanics, themselves, become more expert and skillful through handling the same parts day after day, and the whole organization runs smothly secause there is nothing to cut in on the regular duties of each man.

The Bert Pain Killer. Bucklen's Arnica Salve, when applied to a cut, bruise, burn, scald, etc., removes the pain. Get a box. Mc. For sale by all druggists.-Advertisement.



Ignition--

Be sure the ignition system is simple and dependable-a unit in itself.

See that the wiring is well done with wires protected and connections well made. Make sure that the magneto is one with a reputation for reliability.

In one car (name above) you will find the very best ignition equipment and an installation designed to give dependable service.

This is one of a series of talks on how to buy an automobile. The complete series containing a wealth of valusole information may be had in booklet form by asking-

Marion Automobile Co. 2101-2103 Farnam Street.

Omaha, Neb. C. W. McDonald, Mgr.

TAXABLE SERVICE SERVIC

Tab on the Cost of Running Trucks

A strong argument for the keeping of omparative cost data by the owners of Hutchinson, jr., recently appointed truck Motor Car company.

"When a truck user keeps cost statisfust four weeks from tomorrow the ties over a reasonable period of time he uditorium will open its doors for the has something tangible to prove or disinvasion of the hosts of inhabitants of prove the claims made by the manufactions the middle west who will come to Omaha | turor before the sale. The figures will to attend the ninth annual automobile show at a glance whether or not his pur-

hibition, and while there he will study interesting information on the success of the Chicago methods for the purpose of motor transportation. Such data is much getting further hints to make the sought by the man who contemplates its salesroom floor space 3.50 square feet Omaha event a success in every sense revolutionizing his hauling system by the of the word. Mr. Powell will also spend installation of power propelled vehicles. "In the milling business, the motor tory representatives to pull for Omaha truck has made comparatively little headsend as many men and exceptional way so far, although conditions are often quite favorable for its proper utilization.

The contract for the music, one in- All over the central west and in some dispensible feature of an automobile sections of the east, there are mills which show, was awarded last week to the can deliver their product direct by motor First Regiment orchestra, of which Louis truck to the wholesaler or jobber. One H. Noble is the director. The orchestras of these is the Bennett Milling company of will be furnished by Mr. Noble. One Geneva, Ill., which uses its three-ton Packwill play on the main floor, where the ard for making deliveries over country pleasure cars are exhibited, and one will roads to merchants in a number of nearby

"President Bennett states that it costs about as much to operate three twohorse teams as it does his company's 'musical night." On that evening the truck. The truck, on the other hand, does number of pieces in the orchestra will the work of five teams. Its record, as given by Mr. Bennett, shows an operating plished musicians will be rendered. Mr. cost of \$9.78 a day. In a period of fifteen months it carried 4,174 % tons, the highest also, for that evening and believes that total for a single month being 428.5 tons. In that time the Packard covered 12,068 Thursday night has been decided upon | miles, or an average of about thirty-five | electric globe is used to make the test.

Oakland President Compares Motor Car With Special Train

"Have you ever stopped to consider the motor car in the nature of a special train?" asked George E. Daniels, president of the Oakland Motor company. That is what an automobile is, you know. It is your private conveyance. It will take you wherever you want to go and at any time. You are not crowded. You do not have to wait on anything nor anybody. You do not have to jostle against anybody. You are really your taught not only the basic principles of

own master. with owners and it seems that motor cars. because they are out of the habit."

Huffman Prepares for Enlargement of His Busines

The side walls of the building which is being erected at Lincoln to be occupied motor trucks is made by Rollin W. by a branch of the W. L. Huffman Autopoblic company are practically completed transportation engineer of the Packard and the contractors promise that the building will be ready for occupancy by March 1. One attractive feature of this building will be a tile floor in the salesroom extending back sixty feet from the

The Huffman Automobile company states that it has received from its branches at Lincoln, Stoux City, Sloux work, Clarke G. Powell, manager of the or whether horses or a truck of some Falls and Mitchell more business in the show, announces that almost all his plans of the make would have been better for his particular case.

Falls and Mitchell more business in the last two weeks than was forthcoming in the preceding six. This is a received in the preceding six. the preceding six. This is attributed to "Figures on the operation of trucks are the recent splendid automobile weather. Within the last two weeks the Huffman Automobile company has enlarged making it one of the largest salesrooms

of its kind in the city. The Motor Car Sales company has received its first carload of Abbott-Detroit cars. The new firm will act as distributers in the future for Nebraska and western lowa-

Unique Methods of Testing Cylinders at Ford Factory

abounds in minute details of production which save precious minutes. A unique method is used to test cylinders to ascertain if they have been bored accurately to a thousandth of an inch, this simply allowing for the movement of the piston head.

A device was worked out in which an When a cylinder has been bored to the correct size it is slid over an electric globe. A piston gauge of the exact size of a piston head is then slid into the cylinder and the tester examines it carefully to ascertain if any light leaks around the gauge. If there is no sign of light it means that the cylinder has been bored properly, but if light shows the cylinder is rejected as defective.

CADILLAC MAINTAINS SCHOOL OF APPLIED MECHANICS

Cadillac Motor Car company, where young men of 18 years and older are "I have often talked about this feature that underlie the construction of Cadillac

owners when they get out of the habit of The idea was original with Henry M. riding in stuffy street cars hate to be Leland, president of the Cadillac comcompelled to ever resort to them. It's pany, in 1907. Mr. Leland foresaw that the feeling of getting in a crowd, I guess, the growth of the motor car industry

Perhaps the most unique training school of applied mechanics in this country is the one conducted by the mechanical engineering but the ideals

would create an abnormal demand for

Lend a hand Tread that grips

Diamond Vitalized Rubber Squeegee Tires

If you could view from underneath the pavement the action of the Diamond Squeegee Tread Bars you would see for yourself how they scrape off the slime, dry the road surface, then dig in and holdno chance for a skid to start.

The thick, extra tough Vitalized Rubber Squeegee Bars stay firm, full-shaped and will perform their duty of preventing skidding for a long time to come.

And there is additional wear in the extra thickness of rubber at the point of contact with

Klor Diamond Tires BEST FOR AUTOMOBILES BICYCLES AND MOTORCYCLES

Mr. Auto Dealer

Are You Looking for Something Good?

Our line of cars for 1914 are all leaders. Our contracts are liberal. We want distributors and dealers in Iowa, Illinois, Missouri, Nebraska, South Dakota, Minnesota and Wisconsin, 36 years in the same factory. No failures. Look us up in Dun's or Bradstreet's through your banker.

Write or wire us for our 1914 proposition. We exhibit at 515 Wabash Ave. during the Auto Show at Chicago. Address all wires or correspondence

Enger Motor Car Co.

Cincinnati

mechanical workers of high ability, and determined to begin to train men in his

The Cadillac school is a special training department, with equipment of machinery and class room facilities. Under the direction of competent mechanical engineers, the students are given class ork in mathematics and mechanical drawings, instruction in the efficient use of various machines for the production of work of the highest grade, and daily tectures, Illustrated with stereopticon.

Maxwell Official Says Motor Trade Hinges on Farmer

and recreation, I should feel some doubt either type of chassis. as to the stability and performance of The "4-48" has a larger and more Maxwell Motor company.

Fairbanks-Morse company, with which an exceptionally clean design. All ignition conditions with which to centend it has be had been connected for ten years, to wiring is effectively enclosed in a chamaccept the position he now holds with ber, cast integral with the outlet water ment and carries its great load with case the big Maxwell Motor company.

During that long term Mr. Vail was engaged entirely in doing business with them intimately and no man is better | qualified to speak of the merchandising problems involved in supplying that ever factory class of buyers any concern can the lights.

New Packard Model Appears at Gotham Automobile Display

The strengest center of interest in the is the six-cylinder "4-48," which is viewed land Auto company. by the public for the first time at the National Automobile show in New York. These features include one-man top, an will be in Omaha during the auto show, improved three-unit electrical system, double exhaust and worm bevel driving

four inches longer than that of the "2-38," week. if the market for motor cars was con- the twenty-body siyle offered by the fined to the cities or to the class who Packard company are interchangeable, buy them only for purposes of pleasure allowing the same wide selection with

the industry" says Jesse A. Vall, chair- erful motor, with a bore of four and one- York City by way of Florida. This car man of the executive committee of the half inches and a stroke of five and one. takes films of the Ocean to Ocean high-Mr. Vall resigned as manager of the blocks of three and the power unit is of Although it has had all manner of road header, and is led through a tube to the and dispatch. magneto.

The electrical system is composed of is operated by a heel button and spins | portions of Colorado. the motor fast enough to start on the The generator charges the magneto.

Ignition current is furnished by a L. Smith

Bosch duplex magneto and the ignition system is entirely distinct from the lighting and starting circuits.

ALONG THE AUTO ROW

W. W. Freeland of the Freeland Autocompany returned to Chicago Monday Packard exhibit at Grand Central Palace after spending a month with the Free-

The Spanlding scout car, which made National Automobile show in New York.

The Spaulding scout car, which made in over-hauling it you probably neglected to examine your piston rings, the most comvanced features of the "2-33." with the lows last fall and which attracted so mon cause of power troubles. added advantage of greater reserve power. much attention during the Ak-Sar-Ben,

J. A. Freeland, who handles the Spaulding car, left last night for Chicago, Although the "4-4" has a wheel base where he will attend the auto show this

The Smaulding Panama exposition official logging car, which started from San Diego, has crossed the continent and is now returning to California from New half inches. The cylinders are cast in way and is loaded down to 5,000 pounds.

R. L. Harpham, manager of the Firethree separate units-starting motor, stone Tire company, has just returned the big farmer class of buyers. He knows three separate units starting motor, from a two weeks' visit in Denver and them intimately and no way is better

S. A. Capp of Fremont was in Omaha growing demand from the most satis- storage battery and supplies current for last week and drove home in a Six-40 Hudson car, which he purchased from Guy

MOTOR QUESTIONS AND ANSWERS

Power Leakage

O. I don't seem to be able to get the work out of my engine I used to do when new. I had the car com-pitely ever-hauled last season without improve-ment. The power simply lan't here. What's he he done now! DISCOURAGED.*

A. If you can't get all the power from your engine you used to get and should get, mething is wrong with its compression

Piston rings of the usual one-piece type will give fairly efficient service when new, but they rapidly deteriorate. They lose their bearing on the cylinder wall and their ends often work into line so that good comwe believe if you will fit your engine with

Manifester Piston Rings you will have no further trouble about compression. These rings are made in two pieces, interlocking and closely fitting and so designed as to have no unsealed openings. They obtain equal ten-sion on the cylinder wall and retain their elasticity indefinitely. Are strong enough to outlast any motor and yet soft enough not to score, wear or mar the cylinder.

You can get them any size at all garages and repair shops—they are easily adjustable. The following supply houses are distributors. Omaha, The Baum Iron Co., 13th and Harney Sts., Powell Supply Co., 2119 Farnam St., Western Auto Supply Co.,

Judicious use of Advertis-

ing Brings Big Returns

Whipping the Automobile World Into Line

Was Not Such a Hard Task After All

Long before it was announced to the public, the general lines of construction of the Chandler Light Six was known to many automobile organizations whose "scouts" reported the plans of the Chandler Motor Car Company—which plans had not been held as a close secret.

There was an immediate scrambling among makers whose engineers worked late into the night to hurriedly produce working plans upon which to build a Light Six. Construction companies were beseiged for bids on low priced motors-that these "new creations" might be marketed at "reasonable prices."

There was no doubt in the minds of the "wise ones" in the Automobile business as to the demand for a six-cylinder car of reasonable size and light weight. There was no doubt about the impetus which such skillful masters of high grade six-cylinder automobile construction as ruled in the affairs of the Chandler Motor Car Company would give to the Light Six business. There was no doubt as to the exceptional value that these men of integrity and ability would put into the single chassis upon which they were concentrating the entire forces.

Hence the body makers and paint shop foremen were urged to give those who sought to profit from the new angle which the "Chandler Idea" had injected into the automobile situation, a snappy, flashy external appearance that would show the "real worth" and "high value" that they would offer.

As a result, there are a number of six-cylinder cars on the market selling for less than two thousand dollars. These are built by companies whose officers generally announced when the Chandler price was made known that a strictly high grade six-cylinder car could not be profitably built at \$1,785.00. These men are still of the same opinion—their construction proves it.

If you will make comparison between any of these cars and the really high grade, high priced sixes such as the Lozier, Pierce-Arrow, Locomobile, Peerless or Packard, you will see where these newcomers fall woefully short.

Then compare the Chandler Light Six with its larger brothers. Note the exact duplication of expensive materials and equipment. remark the similarity of design and proportions.

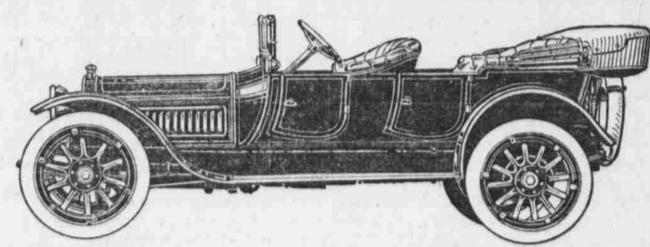
THEN FILL OUT A CHANDLER PROOF SHEET, which has been compiled for the purpose of making easy an exact comparison of the different cars you have in mind. Compare point by point the different features of Chandler construction with cars of similar price and cars of much higher price. Such a test will place the Chandler in a class well above its competitors.

THEN MAKE THE ROAD TEST.

We will take you in the Chandler Light Six and outpoint any car with which you place us in competition. We will outpull them on any road they wish to cover, on less fuel consumption per hundred pounds of weight, and the Chandler will weigh in lighter in porportion to size.

These are strong statements. They are made with the hope that you will put their accuracy to test. If you will, you will at the same time acquaint yourself with the most extraordinary Light Six automobile that has ever been offered the public.

Arrrange with us for a road demonstration. Study with care Chandler construction to the slightest detail, and you will concede our right to every claim we make for Chandler superiority.



Chandler Light Six, Electrically Equipped, \$1785

W. L. Huffman Automobile Co.

1814-16-18 FARNAM ST., OMAHA, NEB.

Lincoln, Neb. 1228 P St.

Ohio

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ALSO DISTRIBUTERS FOR THE HUPMOBILE AND SWINEHART TIRES